Phil Hayward | philip.hayward@outlook.com | LinkedIn Profile

PROFESSIONAL PROFILE

Full-stack engineer with 25+ years building secure, high-performance systems across security, pharmaceutical R&D, and gaming sectors. Strong technical leadership with exceptional client communication and practical business-focused solutions.

TECHNICAL EXPERTISE

- Engineering: C#/.NET Core, Python, REST APIs, React/TypeScript, Design Patterns, Azure SQL, Entity Framework Core, LINQ, ETL, R/MATLAB, Code optimisation with AI & Visual Studio
- Infrastructure: Azure (WebApps, KeyVault, SQL), AWS (S3, Lambda, WAF), Docker, CI/CD, Cryptography, GDPR
- Leadership: Agile/Scrum, Technical Mentoring, Team Leadership, Stakeholder Management, Game Monetization

PROFESSIONAL EXPERIENCE

FULL-STACK DEVELOPER | Brand & Deliver, Sheffield | Dec 2024 - Present

- Architect .NET 9/React/TypeScript applications with Azure cloud-native infrastructure
- Architectural review of content ingests, indexing, search, entity lifecycles
- Design REST API integrations with optimized ETL workflows and Python automation
- Implement Azure Key Vault security and enhance CRM with Azure Functions

LEAD SOFTWARE ENGINEER (Ads & Networking) | Lockwood Publishing, Nottingham | Nov 2021 - Oct 2024

- In game monetization with interstitial advertising providers (AppLovin, AdMob, Unity, Tapjoy etc)
- Lead for GDPR implementation (5-person team/multiple vendors & legal compliance)
- Lead for a small team focused on cryptographic security enhancements across AWS estate
- · AWS Full stack investigations focused on security & real time communication interactions
- Designed client networking security architecture while mentoring junior developers

SENIOR SOFTWARE ENGINEER | Certara (Pharmaceuticals R&D), Sheffield | Sept 2008 - Nov 2021

- Led development & test teams building pharmaceutical research and clinical trial systems
- Line management: mentoring, training management, hiring, 1 to 1's, annual reviews
- Developed oncology research modelling software and clinical trials applications (C#/WPF/Excel)
- Created C++ database drivers and Excel/COM reporting tools for clinical trials workflows

EARLY CAREER HIGHLIGHTS | Various Organizations | 1996 - 2008

- Developed C++ applications for City of London "Ring of Steel" counter-terrorism CCTV
- Engineered large-scale digital recording systems with stringent security requirements
- Built applications for Windows/Linux in printing and financial information sectors

EDUCATION & PROFESSIONAL DEVELOPMENT

- BSc (Hons) Software Engineering (2:1) | Sheffield Hallam University
- Continuous Learning: Pluralsight, Udemy, Open Courseware, Google Ads certifications
- Certifications: Scrum, Prince2, Azure, Fintech/MBA Fundamentals